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IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE

PATENT

#5/hsps
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Hall

Applicants: M. Kriss, et
al.

Serial No.: 09/329,487

Filed: June 10, 1999

For: **METHOD AND SYSTEM
FOR MARKET RESEARCH DATA
MINING**

Group Art Unit: 2163

Examiner: M. Norman

Attorney Docket
No.: 29284/35302

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RESPONSE TO OFFICE ACTION MAILED JUNE 12, 2001

Commissioner for Patents
Washington, DC 20231

Sir:

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REMARKS

Claims 1-49 remain in the application. Claims 7, 8, 12, and 17-21 are indicated as allowable. Claims 1-6, 9-11, 13-16, and 22-49 are rejected under 35 U.S.C. §103(a) as being unpatentable over the Geurts publication in view of the Pindyck publication.

Independent claim 1 is essentially directed to a method of estimating purchases made by customers of supplier A from supplier B. According to this method, panelist data relating to purchases made by panelists